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Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

	Application No.	Applicant(s)
Office Action Summary	09/834,500	CRISTOFALO ET AL.
	Examiner	Art Unit	
	DANIEL LASTRA	3622	NLU

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *22 April 2004*.

2a)☐ This action is **FINAL.**   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-194* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-194* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date <u>04/22/04; 02/13/04; 07/31/01</u> ,

4)☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   Claims 1-194 have been examined. Application 09/834,500 (SYSTEM AND

METHOD FOR TARGETING OBJECT ORIENTED AUDIO AND VIDEO CONTENT TO

USERS) has a filing date 04/12/2001.

Claim Rejections - 35 USC § 102

2.   The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that

form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-57, 61-101, 104-108 and 112-194 are rejected under 35 U.S.C. 102(b)

as being anticipated by Picco et al (U.S. 6,029,045).

As per claim 1, Picco teaches:

A system for transmitting a media object containing content targeted to a user

based upon a user profile comprising:

an input port for receiving a media object containing content targeted to a user

profile (see column 13, lines 35-55); and

a transmitting system, connected to the input port, which transmits the media

object in a programming signal to a user associated with the user profile (see column

14, lines 1-17);

whereupon receiving the media object from the input port, the transmitting

system determines the user profile targeted by the media object, identifies a user

associated with the user profile, and transmits the media object to the identified user

(see column 1, lines 49-59; column 6, lines 25-37) .

As per claim 2, Picco teaches:

The system of claim 1, wherein the user profile is based upon information

selected from the group consisting of: response by a user to a survey, demographic

information, user viewing habits, selection of a media object by a user during a

programming signal, purchase behavior, a compilation of viewing habits from at least

two users, statistical information, and regional information (see column 2, lines 55-58;

figure 4, item 152; column 7, lines 5-32).

As per claim 3, Picco teaches:

The system of claim 2, wherein the user profile is generated by a user profiling

system located with the transmitting system (see figure 4, item 150, 152).

As per claim 4, Picco teaches:

The system of claim 1, wherein the programming signal further comprises a

signal in a form selected from the group consisting of: a video signal, an audio signal, a

combined audio and video signal, animation, text, graphics, multimedia, slow frame

video, video stills, sequence of individual frames, virtual reality, live, pre-recorded,

natural, synthetic, combined natural and synthetic, and computer generated content

(see column 3, lines 1-14; column 13, lines 19-23).

As per claim 5, Picco teaches:

The system of claim 1, wherein the programming signal is transmitted by the

transmitting system to a receiving system via a transmission medium selected from the

group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber optics (see column 1, lines 10-13, column 14, lines 58-67).

As per claim 6, Picco teaches:

The system of claim 1, wherein the media object is received by the input port over a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics (see column 14, lines 58-67).

As per claim 7, Picco teaches:

The system of claim 1, wherein the transmitting system further comprises a wireless system selected from the group consisting of: television broadcasting system, radio broadcasting system, microwave systems, millimeter wave systems, infrared systems, wireless telecommunications system, and a satellite broadcasting system (see column 14, lines 1-17).

As per claim 8, Picco teaches:

The system of claim 1, wherein the transmitting system further comprises a wired system utilizing a communications medium selected from the group consisting of: cable, coaxial cable, twisted pair cable, fiber-opric cable, telephone cable, and closed circuit cable (see column 7, lines 10-16).

As per claim 9, Picco teaches:

The system of claim 1, wherein the input port receives the media object via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick,

magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory (see figure 8).

As per claim 10, Picco teaches:

The system of claim 1, wherein the transmitting system transmits the programming signal to the user via at least one network selected from the group consisting of: the Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network (see column 14, lines 58-67).

As per claim 11, Picco teaches:

The system of claim 10, wherein the programming signal is streamed to the user over the network (see column 14, lines 1-17).

As per claim 12, Picco teaches:

The system of claim 1, wherein the media object is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo (see column 2, lines 1-27; column 11, lines 49-67).

As per claim 13, Picco teaches:

The system of claim 1, wherein the transmitting system utilizes a transmission protocol selected from the group consisting of: RTP, UDP, TCP/IP, and ATM to transmit the programming signal (see column 14, lines 58-67).

As per claim 14, Picco teaches:

The system of claim 1, wherein the programming signal includes at least one media object containing content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, polling question, educational program, non-commercial program, and a pre-recorded program (see column 6, lines 1-9).

As per claim 15, Picco teaches:

The system of claim 1, wherein the programming signal includes at least one media object containing advertising related content (see column 6, lines 16-41).

As per claim 16, Picco teaches:

The system of claim 1, wherein the transmitting system receives a first media object and second media object from the input port, combines the first media object and the second media object into a composite programming signal and transmits the composite programming signal, whereupon receiving the composite programming signal a receiving system selects one of the first media object and the second media object based upon the user profile (see column 13, lines 1-55).

As per claim 17, Picco teaches:

A system for generating a media object containing content targeted to a user profile, wherein the media object is included in a programming signal transmitted by a transmitting system to a user associated with the user profile, comprising:

a media object creator which generates a media object containing content targeted to a user profile; and

an interface, which facilitates the transfer of the media object to a transmitting

system, which transmits the media object in a programming signal to a user associated

with the user profile;

wherein the media object creator generates a media abject, identifies a user

profile as a target for the media object, and outputs the media object;

whereupon receiving the media object, a transmitting system determines the user

profile targeted by the media object and transmits the media object to a user associated

with the targeted user profile. Claim 17 contains the same limitations as claim 1

therefore the same rejection is applied.

As per claim 18, Picco teaches:

The system of claim 17, wherein the user profile is based upon information

selected from the group consisting of: response by a user to a survey, demographic

information, user viewing habits, selection of a media object by a user during a

programming signal, purchase behavior, a compilation of viewing habits from at least

two users, statistical information, and regional information. Claim 18 contains the same

limitations as claim 2 therefore the same rejection is applied.

As per claim 19, Picco teaches:

The system of claim 18, wherein the user profile is generated by a user profiling

system co-located with the media object creator. Claim 19 contains the same limitations

as claim 3 therefore the same rejection is applied.

As per claim 20, Picco teaches:

The system of claim 17, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content. Claim 20 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 21, Picco teaches:

The system of claim 17, wherein the interface further comprises a transmission medium selected from the group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber optics. Claim 21 contains the same limitations as claim 5 therefore the same rejection is applied.

As per claim 22, Picco teaches:

The system of claim 17, wherein the media object creator generates a media object for storage on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, Flash memory, magnetic storage medium, optical storage medium, random access memory, and read only memory. Claim 22 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 23, Picco teaches:

The system of claim 17, wherein the media object is transferred to the transmitting system in a format selected from the group consisting of: MPEG-1, MPEG-

2, MPEG-4, MPEG-7, JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 23

contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 24, Picco teaches:

The system of claim 17, wherein the media object includes content related to at

least one program type selected from the group consisting of: news program, sports

program, virtual reality program, entertainment program, music video, game show

program, motion picture program, video program, live program, educational program,

audio program, polling question, non-commercial program, and a pre-recorded program.

Claim 24 contains the same limitations as claim 14 therefore the same rejection is

applied.

As per claim 25, Picco teaches:

The system of claim 17, wherein the media object includes advertising related

content. Claim 25 contains the same limitations as claim 15 therefore the same rejection

is applied.

As per claim 26, Picco teaches:

A system for transmitting at least two media objects, each media object

containing content targeted to at least one user profile, wherein a system receiving the

at least two media objects selects a media object for presentation to a user based upon

an association of the user with one of the user profiles, comprising:

an input port for receiving at least two media objects for incorporation within a

programming signal, wherein each media object contains content targeted to a unique

user profile (see column 13, lines 1-55); and

a transmitting system, connected to the input port, which transmits a programming signal containing each media object received at the input port (see column 13, lines 1-55);

whereupon receipt of the programming signal by a receiving system, the receiving system identifies the user profile to which each media object received in the programming signal is targeted, determines a user profile associated with a user, selects a media object containing content targeted to the user profile associated with the user, and outputs the selected media object to a presentation system for presentation to the user (see column 13, lines 1-55).

As per claim 27, Picco teaches:

The system of claim 26, wherein a first media object contains content targeted to a first user profile, and a second media object contains content targeted to a second user profile. Claim 27 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 28, Picco teaches:

The system of claim 26, wherein a first media object and a second media object both contain content targeted to a first user profile (see column 13, lines 1-55).

As per claim 29, Picco teaches:

The system of claim 26, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, purchase behavior, statistical information, selection of

a media object by a user during a programming signal, and regional information. Claim 29 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 30, Picco teaches:

The system of claim 26, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined to natural and synthetic, and computer generated content. Claim 30 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 31, Picco teaches:

The system of claim 26, wherein the programming signal is transmitted by the transmitting system to the receiving system via a transmission medium selected from the group consisting of; broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics. Claim 31 contains the same limitations as claim 6 therefore the same rejection is applied.

As per claim 32, Picco teaches:

The system of claim 26, wherein the input port receives at least one of the media objects via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random

access memory, and read only memory. Claim 32 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 33, Picco teaches:

The system of claim 26, wherein at least one of the media objects contain content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, educational program, video program, live program, audio program polling question, non-commercial program, and a pre-recorded program. Claim 33 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 34, Picco teaches:

The system of claim 26, wherein at least one of the media objects contain advertising related content. Claim 34 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 35, Picco teaches:

A system for transmitting a media object containing content targeted to a user profile comprising:

a means for obtaining a media object containing content targeted to a user profile; a means for identifying a user associated with the targeted user profile; and

a means for transmitting the media object in a programming signal to the user;

wherein the means for transmitting determines the user profile targeted by the media object, identifies at least one user associated with the user profile, and transmits

the media object to the user. Claim 35 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 36, Picco teaches:

The system of claim 35, wherein the programming signal comprises a signal in a form selected from the group consisting of: video signal, audio signal, combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality data, live data, pre-recorded data, natural data, synthetic data, combined natural and synthetic data, and computer generated data. Claim 36 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 37, Picco teaches:

The system of claim 35, wherein the media object based content is obtained via a transmission medium selected from the group consisting of: broadcast, wireless, microwave, millimeter wave, satellite, cable, and fiber optics. Claim 37 contains the same limitations as claim 6 therefore the same rejection is applied.

As per claim 38, Picco teaches:

The system of claim 35, wherein the media object includes at least one media object in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 38 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 39, Picco teaches:

The system of claim 35, wherein the means for transmitting utilizes a transmission protocol selected from the group consisting of: RTP, UDP, TCP/IP, and ATM. Claim 39 contains the same limitations as claim 13 therefore the same rejection is applied.

As per claim 40, Picco teaches:

The system of claim 35, wherein the means for transmitting streams the programming signal to the user (see column 14, lines 1-16).

As per claim 41, Picco teaches:

The system of claim 36, wherein the programming signal includes at least one media object providing content related to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, noncommercial program, polling question, and a pre-recorded program. Claim 41 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 42, Picco teaches:

The system of claim 35, wherein the programming signal includes at least one media object providing advertising related content. Claim 42 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 43, Picco teaches:

The system of claim 35, wherein the user profile is based upon information selected from the group consisting of: responses to a survey, demographic information, purchase behavior, regional information, viewing habits, and selections of media objects

during a programming signal. Claim 43 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 44, Picco teaches:

The system of claim 35, wherein the system further comprises a means for storing data prior to transmission of the media object in the programming signal. Claim 44 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 45, Picco teaches:

The system of claim 44, wherein the means for storing data further comprises at least one storage medium selected from the group consisting of: compact disc, digital versatile disc, game cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, read only memory, Flash memory, hard disc drive, and floppy disc. Claim 45 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 46, Picco teaches:

The system of claim 35, wherein the means for identifying a user associated with the targeted user profile further comprises a web site accessible by at least one network selected from the group consisting of: the Internet, intranet, private network, ATM network, wired network, wireless network, wide area network, local area network, and a public network. Claim 46 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 47, Picco teaches:

A system for generating media object based content targeted to a user profile wherein the media object based content is included in a programming signal transmitted by a transmitting system to a user associated with the user profile, comprising:

a means for creating a media object, wherein the media object contains content targeted to a user profile; and

a means for providing the media object to a transmitting system, wherein the transmitting system transmits the media object in a programming signal to a user associated with the user profile;

wherein the means for creating a media object identifies a user profile as a target for the content contained in the media object and outputs the media object to the transmitting system, whereupon receiving the media object the transmitting system determines the user profile targeted by the means for creating and transmits the media object to a user associated with the determined user profile. Claim 47 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 48, Picco does not expressly teach:

The system of claim 47, wherein the means for creating a media object further comprises a television producer, a radio program producer, an Internet content creator, a motion picture producer, a sports program producer, a game show producer, a virtual reality program producer, a music video producer, an advertisement producer, a live event producer, a prerecorded event producer, and a pollster. However, it is inherent that a producer would create and produce a television or radio broadcast.

As per claim 49, Picco teaches:

The system of claim 47, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of user viewing habits from at least two users, user purchase behavior, statistical information, and regional information. Claim 49 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 50, Picco teaches:

The system of claim 47, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content. Claim 50 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 51, Picco teaches:

The system of claim 47, wherein the media object is created using a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4,,MPEG-7, JPEG, motion JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 51 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 52, Picco teaches:

A method for transmitting a media object containing content targeted to a user profile comprising:

obtaining a media object containing content targeted to a user profile;

identifying the user profile targeted by the media object;

identifying at least one user associated with the user profile; and

transmitting the media object in a programming signal to the at least one user associated with the user profile;

whereupon receipt of the programming signal, the media object is presented to the user associated with the user profile. Claim 52 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 53, Picco teaches:

The method of claim 52, wherein the media object further comprises content in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality data, live data, pre-recorded data, natural data, synthetic data, combined natural and synthetic data, and computer generated data. Claim 53 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 54, Picco teaches:

The method of claim 52, wherein the media object obtained is in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 54 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 55, Picco teaches:

The method of claim 52, wherein the media object is transmitted to the user in a programming signal transmitted via a transmission medium selected from the group consisting of: the broadcast, a wireless, satellite, cable, and fiber optics. Claim 55 contains the same limitations as claim 6 therefore the same rejection is applied.

As per claim 56, Picco teaches:

The method of claim 52, wherein the media object contains content which relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, a polling question, and a pre-recorded program. Claim 56 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 57, Picco teaches:

The method of claim 52, wherein the media object contains advertising related content. Claim 57 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 61, Picco teaches:

The method of claim 52, wherein the step of identifying a user profile targeted by the media object further comprises:

obtaining user information; and compiling the user information into the user profile (see column 13, lines 40-55; figure 4, item 152).

As per claim 62, Picco teaches:

The method of claim 61, wherein the user information is obtained from at least one source selected from the group consisting of: responses to a survey, demographic information, regional information, user viewing habits, user purchase behavior, statistical information, and user selections of media objects during a programming signal. Claim 62 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 63, Picco teaches:

The method of claim 52, wherein the step of identifying at least one user associated with the user profile is accomplished by a receiving system (see column 13, lines 35-60).

As per claim 64, Picco teaches:

The method of claim 52, wherein the method further comprises storing the media object in a data storage device and retrieving the media object from the data storage device at a designated time for transmitting the media object in the programming signal to the user (see column 6, lines 57-67)

As per claim 65, Picco teaches:

The method of claim 52, wherein the data storage device is at least one selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory. Claim 65 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 66, Picco teaches:

A method for generating a media object containing content targeted to a user profile, wherein the media object is included in a programming signal transmitted by a transmitting system to a user associated with the user profile, comprising:

generating a media object containing content targeted to a user profile; and outputting the media object to a transmitting system, wherein the transmitting system transmits the media object in a programming signal to a user associated with the user profile;

wherein the transmitting system identifies the user profile targeted by the media object, identifies at least one user associated with the user profile, and transmits the media object in a programming signal to the user. Claim 66 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 67, Picco teaches:

The method of claim 66, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, user purchase behavior, statistical information, a compilation of viewing habits of at least two users, and regional information. Claim 67 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 68, Picco teaches:

The method of claim 66, wherein the method further comprises the step of obtaining the user profile from a user profiling system provided by an online service provider accessible via a network selected from the group consisting of: the Internet,

intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network. Claim 68 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 69, Picco teaches:

The method of claim 66, wherein the method further comprises obtaining the user profile from a user profiling system in communication with a system selected from the group consisting of: the transmitting system, and a system for receiving the programming signal transmitted by the transmitting system (see figure 4).

As per claim 70, Picco teaches:

The method of claim 67, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content. Claim 70 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 71, Picco teaches:

The method of claim 67, wherein the method, prior to transmitting the media object, further comprises storing the media object on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory. Claim 71 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 72, Picco teaches:

The method of claim 67, wherein the method further comprises:

generating a first media object associated with a first user profile and a second media object associated with a second user profile; and

outputting at least one of the first media object and the second media object to the transmitting system based upon an identification of the user;

wherein both the first media object and the second media object are outputted when a system generating the media objects receives no identification of the user, and the first media object is outputted when the user is identified as associated with a first user profile, and the second media object is outputted when the user is identified as associated with the second user profile. Claim 72 contains the same limitations as claim 27 therefore the same rejection is applied.

As per claim 73, Picco teaches:

A computer readable medium containing instructions for transmitting a media object containing content targeted to a user profile, by:

receiving media object containing content targeted to a user profile from a media object creator;

identifying at least one user profile for receiving the media object; and transmitting the media object in a programming signal to a user associated with the user profile. Claim 73 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 74, Picco teaches:

The computer readable medium as described in claim 73, wherein the media object is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, G1Fs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 74 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 75, Picco teaches:

The computer readable medium as described in claim 73, wherein the programming signal is transmitted utilizing a system selected from the group consisting of: a wireless transmission system, a wire based transmission system, a stand-alone system, and a network system. Claim 75 contains the same limitations as claim 7 therefore the same rejection is applied.

As per claim 76, Picco teaches:

The computer readable medium as described in claim 73, wherein the media object relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, a polling question, and a pre-recorded program. Claim 76 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 77, Picco teaches:

The computer readable medium as described in claim 73, wherein the media object relates to an advertisement. Claim 77 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 78, Picco teaches:

The computer readable medium as described in claim 73, wherein the instructions further provide for receiving and transmitting a first media object and a second media object, wherein each media object is associated with a user profile, by:

receiving a first media object associated with a first user profile and a second media object associated with a second user profile; and

transmitting the first and second media objects in the programming signal;

wherein a receiving system selects one of the first and the second media objects for presentation to a user based upon an association of the user with one of the first user and the second user profile. Claim 78 contains the same limitations as claim 27 therefore the same rejection is applied.

As per claim 79, Picco teaches:

A system for presenting media object containing content targeted to a user profile comprising:

a receiving system which receives a programming signal containing at least one media object containing content targeted to a user profile, extracts the media object from the programming signal, and outputs the media object; and

a presentation system, in communication with the receiving system, which receives the media object from the receiving system and presents the media object to a user associated with the user profile;

whereupon presentation of the media object to the user, the user is presented with content targeted to the user based upon the user profile. Claim 79 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 80, Picco teaches:

The system of claim 79, wherein the presentation system utilizes at least one device selected from the group consisting of: television, home entertainment system, computer workstation, personal data assistant, virtual reality system, video presentation system, audio presentation system, sound reproduction system, telephonic system, gaming console, cable box, and set top box (see column 6, lines 25-37).

As per claim 81, Picco teaches:

The system of claim 79, wherein the media object includes content in a form selected from the group consisting of: video signal, audio signal, combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated signals. Claim 81 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 82, Picco teaches:

The system of claim 79, wherein the programming signal is received via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics. Claim 82 contains the same limitations as claim 6 therefore the same rejection is applied.

As per claim 83, Picco teaches:

The system of claim 79, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact discs, digital versatile discs, video tape, gaming cartridges, memory sticks, magnetic storage mediums, optical storage mediums, random access memory, Flash memory, and read only memory. Claim 83 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 84, Picco teaches:

The system of claim 79, wherein the media object is received in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion 3PEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 84 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 85, Picco teaches:

The system of claim 80, wherein the programming signal is received as a streamed signal. Claim 85 contains the same limitations as claim 11 therefore the same rejection is applied.

As per claim 86, Picco teaches:

The system of claim 79, wherein the programming signal includes a media object containing content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, polling question, and a pre-recorded program. Claim 86 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 87, Picco teaches:

The system of claim 79, wherein the programming signal includes a media object containing advertising related content. Claim 87 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 88, Picco teaches:

The system of claim 79, further comprising:

a user profiling system, in communication with the receiving system, providing at least one user profile associated with the user;

whereupon receiving a media object, the receiving system obtains a user profile associated with the user from the user profiling system, determines whether a user profile targeted by the media object and a users profile associated with the user match, and based upon the determination directs the presentation system to present the media object to the user when a match occurs and to not present the media object when a match does not occur. Claim 88 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 90, Picco teaches:

The system of claim 88, wherein the user profiling system generates a user profile based upon at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information,

and regional information. Claim 90 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 91, Picco teaches:

The system of claim 79, wherein the system further comprises a user input device, in communication with the receiving system, for selecting at least one media object received in the programming signal (see column 13, lines 35-60).

As per claim 92, Picco teaches:

The system of claim 91, wherein the user input device further comprises at least one device selected from the group consisting of: a remote control, keyboard, scanner, mouse trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick (see column 14, lines 16-40). It would be inherent that the user would need to use a keyboard, a mouse or some kind of input device to be able to use the set-top box and browse the Internet.

As per claim 93, Picco teaches:

The system of claim 79, wherein the system further comprises a data storage device, in communication with the receiving system, for storing at least one media object, wherein the data storage device is accessed via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network. Claim 93 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 94, Picco teaches:

The system of claim 93, wherein the data storage device utilizes at least one data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, game cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory. Claim 94 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 95, Picco teaches:

The system of claim 79, wherein the receiving system further comprises:

a transceiver, for receiving the programming signal from a transmitting system; at least one demultiplexer, connected to the transceiver, which selects from the programming signal at least one media object containing content targeted to a user profile (see column 11, lines 49-67; figure 8);

a buffer, connected to the demultiplexer, for storing the media object selected by the demultiplexer (see column 11, lines 49-67; figure 8);

a decompresser, connected to the demultiplexer and the buffer, which decompresses the media object and outputs a decompressed media object (see figure 8);

a composition generator, connected to the decompressor, which receives at least one decompressed media object and composes the received media object into a composite signal (see figure 8); and

a controller, connected to the transceiver, the buffer, the decompressor, and the composition generator, which controls the operation of the receiving system, further

comprising a timing and synchronization unit which provides timing and synchronization signals to each of the transceiver, the demultiplexer, the buffer, the decompressor, and the composition generator, and synchronizes the spatial and temporal relationships of at least two media objects provided in the programming signal (see figure 8).

As per claim 96, Picco teaches:

A system for presenting a media object containing content targeted to a user profile comprising:

a receiving system further comprising:

a transceiver, for receiving a programming signal from a transmitting system, wherein the programming signal contains at least one media object containing content targeted to a first user profile;

at least one demultiplexer, connected co the transceiver, which selects from the programming signal at least one media object;

a buffer, connected to the demultiplexer, for storing the media object selected by the demultiplexer;

a decompressor, connected to the demultiplexer and the buffer, which decompresses the media object;

a composition generator, connected to the decompressor, which composes the decompressed media object into a composite signal; and

a controller, connected to the transceiver, the buffer, the decompresser, and the composition generator, which controls the operation of the receiving system;

a presentation system, in communications with the receiving system, which receives the composite signal and presents the composite signal to the user;

a user profiling system, in communication with the receiving system, providing a second user profile associated with the user;

a user input device, in communication with the receiver, for selecting a programming signal; and

a data storage device, in communication with the receiving system, for storing at least one media object;

whereupon a user selecting a programming signal containing at least one media object, the receiving system queries the user profiling system to determine whether the second user profile matches the first user profile, and when a match occurs, the receiving system retrieves the media object from the programming signal, decompresses the media object, composes the media object into a composite signal, and outputs the composite signal to the presentation system. Claim 96 contains the same limitations as claim 27 therefore the same rejection is applied.

As per claim 97, Picco teaches:

The system of claim 96, wherein the system is provided in a device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio reproduction system, telephonic system, gaming console, tactile signal generating device, cable box, and set top box. Claim 97 contains the same limitations as claim 80 therefore the same rejection is applied.

As per claim 98, Picco teaches:

The system of claim 96, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 98 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 99, Picco teaches:

The system of claim 96, wherein the programming signal includes media object based content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program. Claim 99 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 100, Picco teaches:

The system of claim 96, wherein the programming signal includes media object based advertising related content. Claim 100 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 101, Picco teaches:

The system of claim 96, wherein the user profiling system generates a user profile based upon at least one source selected from the group consisting of: a response to a survey by a user, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information,

and regional information. Claim 101 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 104, Picco teaches:

A system for presenting a media object containing content targeted to a user profile comprising:

a means for receiving a programming signal containing a media object, wherein the media object contains content targeted to a user profile;

a means for identifying a user associated with the user profile targeted by the media a means for extracting the media object from the programming signal; and

a means for presenting the extracted media object to a user associated with the user profile;

whereupon receiving a programming signal containing at least one media object containing content targeted to a user profile, the system associates a user with the user profile, extracts the media object targeted to the user profile from the programming signal, and presents the media objects to the user associated with the user profile. Claim 104 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 105, Picco teaches:

The system of claim 104, wherein the system is provided in a device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, gaming

console, audio presentation device, telephonic system, and set top box. Claim 105 contains the same limitations as claim 97 therefore the same rejection is applied.

As per claim 106, Picco teaches:

The system of claim 104, wherein the media object includes content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program. Claim 106 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 107, Picco teaches:

The system of claim 104, wherein the media object includes advertising related content. Claim 107 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 108, Picco teaches:

The system of claim 104, wherein the programming signal is in a format selected from the group consisting af: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 108 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 112, Picco teaches:

The system of claim 104, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video

tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random 5 access memory, Flash memory, and read only memory. Claim 112 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 113, Picco teaches:

A method for presenting a media object containing content targeted to a user profile comprising:

receiving a programming signal containing at least one media object containing content targeted to a user profile;

identifying a user associated with the user profile;

selecting a media object in the programming signal based upon the user profile;

composing the selected media object into a composite signal; and

presenting the composite signal to a user associated with the user profile. Claim 113 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 114, Picco teaches:

The method of claim 113, wherein the programming signal is received via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics. Claim 114 contains the same limitations as claim 6 therefore the same rejection is applied.

As per claim 115, Picco teaches:

The method of claim 113, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video

tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory. Claim 115 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 116, Picco teaches:

The method of claim 113, wherein the method is implemented, at least in part, in a device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, gaming console, telephonic system, and set top box. Claim 116 contains the same limitations as claim 80 therefore the same rejection is applied.

As per claim 117, Picco teaches:

The method of claim 113, wherein the composite signal further comprises at least one signal selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated signals. Claim 117 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 118, Picco teaches:

The method of claim 113, wherein the programming signal includes media object content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program,

video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program. Claim 118 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 119, Picco teaches:

The method of claim 113, wherein the programming signal includes advertising related media object content. Claim 119 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 120, Picco teaches:

The method of claim 113, wherein the method further comprises the step of generating the user profile based upon at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information. Claim 120 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 121, Picco teaches:

A method for presenting a media object containing content targeted to a user profile comprising:

receiving a programming signal, wherein the programming signal comprises at least one media object containing content targeted to a user profile;

identifying a user associated with the user profile;

selecting at least one media object from the programming signal based upon the user profile; and

presenting the media object to the user. Claim 121 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 122, Picco teaches:

The method of claim 121, wherein the method further comprises storing the media object selected from the programming signal in a buffer until a designated time for presentation of the media object to the user occurs (see column 11, lines 49-67).

As per claim 123, Picco teaches:

The method of claim 121, wherein the media object is provided in a compressed format and the method further comprises decompressing the media object before presenting the media object to a user (see figure 8).

As per claim 124, Picco teaches:

The method of claim 121, wherein the step of presenting the media object to a user further comprises composing the media object selected from the programming signal and a second media object into a composite signal and presenting the composite signal to a user associated with the user profile (see figure 8).

As per claim 125, Picco teaches:

The method of claim 121, wherein the method further comprises receiving an input from a user input device, wherein the input provides a viewing choice for the user related to at least one option selected from the group consisting of: a channel selection, a media object selection, and a user identification (see column 3, lines 15-37).

As per claim 126, Picco teaches:

The method of claim 122, wherein the user input device includes at least one device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick. Claim 126 contains the same limitations as claim 92 therefore the same rejection is applied.

As per claim 127, Picco teaches:

The method of claim 121, wherein the method is implemented via at least one device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, telephonic system, gaming console, and set top box. Claim 127 contains the same limitations as claim 105 therefore the same rejection is applied.

As per claim 128, Picco teaches:

The method of claim 121, wherein the programming signal is received via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics. Claim 128 contains the same limitations as claim 6 therefore the same rejection is applied.

As per claim 129, Picco teaches:

The method of claim 121, wherein the programming signal further comprises at least one signal selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, pre-recorded,

natural, synthetic, combined natural and synthetic, and computer generated signals. Claim 129 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 130, Picco teaches:

The method of claim 121, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory. Claim 130 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 131, Picco teaches:

The method of claim 121, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, Quicklime, ActiveMovie, DVI, and Indeo. Claim 131 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 132, Picco teaches:

The method of claim 121, wherein the programming signal is streamed over a network connection. Claim 132 contains the same limitations as claim 11 therefore the same rejection is applied.

As per claim 133, Picco teaches:

The method of claim 121, wherein the programming signal includes media object content which relates to at least one program type selected from the group consisting

of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program. Claim 133 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 134, Picco teaches:

The method of claim 121, wherein the programming signal includes a media object, which relates to advertising content. Claim 134 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 135, Picco teaches:

The method of claim 121, wherein the method further comprises generating a user profile based upon information selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information. Claim 135 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 136, Picco teaches:

The method of claim 121, wherein the step of generating a user profile is accomplished by at least one system selected from the group consisting of: a receiving system, a transmitting system, and a media object creator (see figure 8).

As per claim 137, Picco teaches:

The method of claim 121, wherein the user profile is obtained from the remote data storage device via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network. Claim 137 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 138, Picco teaches:

The method of claim 121, wherein the method further comprises:

pushing additional media objects to a user, wherein the additional media objects relate to at least one media object extracted from the programming signal (see column 14, lines 1-16).

As per claim 139, Picco teaches:

A computer readable medium containing instructions for presenting a media object containing content targeted to a user profile, by:

receiving a programming signal, wherein the programming signal comprises at least one media object containing content targeted to a user profile;

identifying a user associated with the user profile;

extracting at least one media object from the programming signal based upon the user profile; and

presenting the media object to the user. Claim 139 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 140, Picco teaches:

The computer readable medium of claim 139, wherein the programming signal is received from a stand-alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory. Claim 140 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 141, Picco teaches:

The computer readable medium of claim 139, wherein the computer readable medium is utilized in conjunction with a device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, gaming console, telephonic system, and set top box. Claim 141 contains the same limitations as claim 105 therefore the same rejection is applied.

As per claim 142, Picco teaches:

The computer readable medium of claim 139, wherein the media object further comprises at least one signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, prerecorded, natural, synthetic, combined natural and synthetic, and computer generated signals. Claim 142 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 143, Picco teaches:

The computer readable medium of claim 139, wherein the media object includes content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program. Claim 143 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 144, Picco teaches:

The computer readable medium of claim 139, wherein the media object includes advertising related content. Claim 144 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 145, Picco teaches:

The computer readable medium of claim 139, wherein the instructions further provide for storing the extracted media object in a buffer until a designated time for presentation to the user occurs (see column 11, lines 49-67; column 6, lines 57—67).

As per claim 146, Picco teaches:

The computer readable medium of claim 139, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, Quic1~I'ime, ActiveMovie, DVI, and Indeo. Claim 146 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 147, Picco teaches:

The computer readable medium of claim 139, wherein the programming signal is streamed over a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network. Claim 147 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 148, Picco teaches:

The computer readable medium of claim 139, wherein the instructions further provide for generating a user profile based upon information selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information. Claim 148 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 149, Picco teaches:

A system for generating a user profile based upon a selection by a user of a media object providing content targeted to a user profile, wherein the media object is included in a programming signal comprising:

a receiving system for receiving at least two media objects in a programming signal, wherein each media object provides content targeted to a user profile;

a presentation system, connected to the receiving system, for presenting the at least two media objects to the user;

a user input device for selecting one of the at least two media objects presented;

a data storage device for recording each user selection; and

a user profiling system for generating a user profile based upon a collection of user selections of media objects presented to the user;

wherein the user profile is utilized in subsequent programming signals to determine which media objects to include in the programming signal and present to the user. Claim 149 contains the same limitations as claim 26 therefore the same rejection is applied.

As per claim 150, Picco teaches:

The system of claim 149, wherein the user profiling system generates a user profile based upon at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, 5 user purchase behavior, statistical information, and regional information. Claim 150 contains the same limitations as claim 29 therefore the same rejection is applied.

As per claim 151, Picco teaches:

The system of claim 149, wherein the user profiling system is located with a system transmitting the programming signal. Claim 151 contains the same limitations as claim 3 therefore the same rejection is applied.

As per claim 152, Picco teaches:

The system of claim 149, wherein the user profiling system is located with a system generating the media objects provided in the programming signal. Claim 152 contains the same limitations as claim 3 therefore the same rejection is applied.

As per claim 153, Picco teaches:

The system of claim 149, wherein the user profiling system is located with the receiving system (see column 13, lines 24-55).

As per claim 154, Picco teaches:

The system of claim 149, wherein the user profiling system is accessed via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network. Claim 154 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 155, Picco teaches:

The system of claim 149, wherein the system further comprises a user input device for selecting at least one media object received in the programming signal, wherein the selection is utilized to generate the user profile (see column 13, lines 24-55).

As per claim 156, Picco teaches:

The system of claim 155, wherein the user input device further comprises at least one device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification

system, push button, touch screen, and joy stick. Claim 156 contains the same limitations as claim 92 therefore the same rejection is applied.

As per claim 157, Picco teaches:

A method for generating a user profile based upon media objects containing content targeted to a user profile, wherein the media objects are provided in a programming signal and selected by a user, comprising:

receiving a programming signal containing at Least two media objects, wherein each media object contains content targeted to a user profile (see column 13, lines 24-55; figure 8);

presenting the programming signal to a user (see column 14, lines 1-16);

receiving a response from the user, wherein the response indicates a user's selection of at least one of the at least two media objects provided in the programming signal (see column 6, lines 25-35); and

generating a user profile based upon the user response (see column 6, lines 25-35).

As per claim 158, Picco teaches:

The method of claim 157, wherein the method further comprises saving each response from the user in a data storage device and generating the user profile based upon a collection of responses stored in the data storage device (see column 6, lines 25-40).

As per claim 159, Picco teaches:

The method of claim 158, wherein the user profile is generated based upon data obtained from at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information. Claim 159 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 160, Picco teaches:

The method of claim 158, wherein the data storage device is located with at least one system selected from the group consisting of: a system which transmits the programming signal, a system which generates the media objects, and a system which receives the programming signal (see figure 4).

As per claim 161, Picco teaches:

The method of claim 158, wherein the data storage device further comprises a Web site accessible via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network. Claim 161 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 162, Picco teaches:

A method for pushing a media object containing content targeted to a user profile comprising:

obtaining a user profile for a user (see column 6, lines 25-40);

receiving a programming signal selection from the user, wherein the programming signal selection designates a specific programming signal the user desires to receive (see column 6, lines 25-40);

transmitting at least one media object in the selected programming signal to the user, wherein the media object is pushed to the user based upon the user profile (see column 6, lines 25-40);

extracting a media object from the programming signal; and presenting the extracted media object to the user; wherein content targeted to the user is pushed to the user via the extracted media object (see column 13, lines 5-55).

As per claim 163, Picco teaches:

The method of claim 162, wherein the step of obtaining a user profile for a user is accomplished by a user profiling system provided in at least one system selected from the group consisting of: a transmitting system, a receiving system, a media object creating system, and an user profiling system (see figure 4).

As per claim 164, Picco teaches:

The method of claim 163, wherein the user profiling system further comprises a Web site accessible via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network. Claim 164 contains the same limitations as claim 10 therefore the same rejection is applied.

As per claim 165, Picco teaches:

The method of claim 162, wherein the step of obtaining a user profile for a user further comprises generating a user profile based upon information selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information. Claim 165 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 166, Picco teaches:

The method of claim 162, wherein the step of receiving a programming signal selection from a user is accomplished via at least one user input device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick. Claim 166 contains the same limitations as claim 92 therefore the same rejection is applied.

As per claim 167, Picco teaches:

The method of claim 166, whereupon receiving the programming signal selection, the method further comprises the step of inserting at least one media object into the programming signal; wherein the media object is targeted to be presented to the user during specific instances in a programming signal selected by the user (see column 10, lines 1-5).

As per claim 168, Picco teaches:

The method of claim 162, wherein the programming signal selection is communicated to the receiving system and the method further comprises:

accessing at least one profiling rule, wherein the profiling rule designates which media objects to select in a given programming signal for a given user profile;

and correlating the selected programming signal, the user profile, and the profiling rule in determining which media object in the programming signal to select for presentation to the user. Claim 168 contains the same limitations as claim 1 therefore the same rejection is applied.

As per claim 169, Picco teaches:

The method of claim 168, wherein the profiling rule is obtained from the transmitting system via at least one communications medium selected from the group consisting of: cable, coaxial cable, twisted pair cable, fiber-optic cable, telephone cable, closed circuit cable, satellite broadcast, radio frequency broadcast, and a wireless medium. Claim 169 contains the same limitations as claim 8 therefore the same rejection is applied.

As per claim 170, Picco teaches:

The method of claim 162, wherein the media object includes content in a form selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, polling question, non-commercial program, educational program, and a pre-recorded program. Claim 170 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 171, Picco teaches:

The method of claim 162, wherein the media object includes advertising related content. Claim 171 contains the same limitations as claim 15 therefore the same rejection is applied.

As per claim 172, Picco teaches:

The method of claim 162, wherein the programming signal further comprises a signal containing at least one media object providing content in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, Live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content. Claim 172 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 173, Picco teaches:

The method of claim 162, wherein the step of obtaining a user profile for a user further comprises receiving a designation of the user profile from the user (see column 6, lines 25-40).

As per claim 174, Picco teaches:

The method claim 173, wherein the designation of the user profile utilized by a receiving system to determine which of a plurality of media objects to extract from the programming signal (see column 13, lines 5-55).

As per claim 175, Picco teaches:

The method of claim 174, wherein the receiving system filters out of the programming signal those media objects that are not associated with the user designated profile (see column 13, lines 50-55).

As per claim 176, Picco teaches:

The method of claim 162, wherein the method further comprises synchronizing a first media object (see figure 8).

As per claim 177, Picco teaches:

The method of claim 176, wherein the first media object comprises a video signal and the second media object comprises an audio signal (see column 14, lines 1-16).

As per claim 178, Picco teaches:

A method for pulling a media object containing content targeted to a user comprising:

presenting a programming signal to a user, wherein the programming signal contains at least one media object containing content targeted to a user profile; selecting a media object presented in the programming signal;

modifying the programming signal to reflect the selection of the media object; and presenting a modified programming signal, wherein the modified programming signal includes at least one media object containing content targeted to the user profile. Claim 178 contains the same limitations as claim 168 therefore the same rejection is applied.

As per claim 179, Picco teaches:

The method of claim 178, wherein the method further comprises recording a selection to of a media object by the user. Claim 179 contains the same limitations as claim 173 therefore the same rejection is applied.

As per claim 180, Picco teaches:

The method of claim 179, wherein the method further comprises generating a user profile based upon the recorded selection of a media object. Claim 179 contains the same limitations as claim 173 therefore the same rejection is applied.

As per claim 181, Picco teaches:

The method of claim 180, wherein a transmitting system utilizes the user profile in transmitting at least one media object targeted to the user. Claim 181 contains the same limitations as claim 175 therefore the same rejection is applied.

As per claim 182, Picco teaches:

The method of claim 180, wherein a media object creator utilizes the user profile in creating at least one media object targeted to the user. Claim 182 contains the same limitations as claim 175 therefore the same rejection is applied.

As per claim 183, Picco teaches:

The method of claim 178, wherein the programming signal is presented to the user via at least one device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, gaming console, telephonic system, and set top box. Claim 183 contains the same limitations as claim 80 therefore the same rejection is applied.

As per claim 184, Picco teaches:

The method of claim 178, wherein the method further comprises receiving the programming signal via transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics. Claim 184 contains the same limitations as claim 5 therefore the same rejection is applied.

As per claim 185, Picco teaches:

The method of claim 178, wherein the method further comprises receiving the programming signal from a stand-alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory. Claim 185 contains the same limitations as claim 9 therefore the same rejection is applied.

As per claim 186, Picco teaches:

The method of claim 178, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, Quiclktime, ActiveMovie, DVI, and Index. Claim 186 contains the same limitations as claim 12 therefore the same rejection is applied.

As per claim 187, Picco teaches:

The method of claim 178, wherein the media object further comprises at least one signal in a form selected from the group consisting of: video signal, audio signal,

combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated signals. Claim 187 contains the same limitations as claim 4 therefore the same rejection is applied.

As per claim 188, Picco teaches:

The method of claim 178, wherein the media object includes content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, advertising, and a pre-recorded program. Claim 188 contains the same limitations as claim 14 therefore the same rejection is applied.

As per claim 189, Picco teaches:

The method of claim 178, wherein the step of selecting a media object presented in the programming signal is accomplished utilizing a user input device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick. Claim 189 contains the same limitations as claim 92 therefore the same rejection is applied.

As per claim 190, Picco teaches:

The method of claim 180, wherein the step of generating a user profile further comprises utilizing user profile information selected from the group consisting of: prior

recordings of user selections, response by the user to a survey, demographic information, user viewing habits, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information. Claim 190 contains the same limitations as claim 2 therefore the same rejection is applied.

As per claim 191, Picco teaches:

The method of claim 178, wherein the modified programming signal is presented to the user via at least one device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, gaming console, telephonic system, and set top box. Claim 191 contains the same limitations as claim 80 therefore the same rejection is applied.

As per claim 192, Picco teaches:

The method of claim 178, wherein the step of modifying the programming signal to reflect the selection of a media object further comprises:

communicating the selection of the media object to a transmitting system;

selecting a second media object provided by at least one media object creator to the transmitting system; and

transmitting the second media object to a receiving system for presentation to the user; wherein the second media object includes content related to the selected media object. Claim 192 contains the same limitations as claim 26 therefore the same rejection is applied.

As per claim 193, Picco teaches:

The method of claim 178, wherein the step of modifying the programming signal

to reflect the selection of a media object further comprises:

communicating the selection of the media object to a media object creator;

creating a second media object containing content related to the selected media

object and targeted to the user;

incorporating the second media object into the modified programming signal; and

transmitting the modified programming signal, via a transmitting system, to a receiving

system for presentation to the user. Claim 193 contains the same limitations as claim 26

therefore the same rejection is applied.

As per claim 194, Picco teaches:

The method of claim 193, wherein the method further comprises synchronizing

the presentation of the selected media object and the second media object in the

modified programming signal. Claim 194 contains the same limitations as claim 27

therefore the same rejection is applied.

Claim Rejections - 35 USC § 103

3.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 58-60, 102, 103 and 109-111 are rejected under 35 U.S.C. 103(a) as

being unpatentable over Picco et al (U.S. 6,029,045) in view of Olivier (U.S. 6,480,885).

As per claim 58, Picco fails to teach:

The method of claim 52, wherein the method further comprises:

establishing a chat interface between a user and a system transmitting the media object, wherein the chat interface utilizes at least one media object to facilitate communications. However, Olivier teaches a system that allows users to be targeted with customized messages via e-mail, chat or instant messaging based upon the users' profiles (see column 3, lines 5-32). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Picco would use the Olivieri system to target messages to users based upon the users' profiles. This feature would allow users of the Picco system to select the messages that the users would like to receive.

As per claim 59, Picco fails to teach:

The method of claim 52, wherein the method further comprises:

establishing an electronic mail interface between a user and at a system transmitting the media object, wherein the electronic mail interface utilizes at least one media object to facilitate communications. However, the same rejection applied to claim 58 is applied to claim 59.

As per claim 60, Picco fails to teach:

The method of claim 52, wherein the method further comprises establishing an instant messaging interface with a user receiving a media object. However, the same rejection applied to claim 58 is applied to claim 60.

As per claim 102, Picco teaches:

The system of claim 96, wherein the receiving system further comprises a chat interface, connected to the receiving system, wherein at least one media object is utilized to facilitate communications via the chat interface. Claim 102 contains the same limitations as claim 58 therefore the same rejection is applied.

As per claim 103, Picco teaches:

The system of claim 96, wherein the receiving system further comprises an electronic mail interface, connected to the receiving system, wherein the electronic mail interface utilizes at least one media object to facilitate communications. Claim 103 contains the same limitations as claim 59 therefore the same rejection is applied.

As per claim 109, Picco teaches:

The system of claim 104, wherein the system further comprises a means for engaging in chat, wherein at least one media object is utilized to facilitate communications via the chat means. Claim 109 contains the same limitations as claim 58 therefore the same rejection is applied.

As per claim 110, Picco teaches:

The system of claim 104, wherein the system further comprises an electronic mail means, wherein at least one media object is utilized to facilitate communications via the electronic mail means. Claim 110 contains the same limitations as claim 59 therefore the same rejection is applied.

As per claim 111, Picco teaches:

The system of claim 104, wherein the system further comprises an instant messaging means, wherein at least one media abject is utilized to facilitate

communications via the instant messaging means. Claim 111 contains the same limitations as claim 60 therefore the same rejection is applied.

Claim 89 is rejected under 35 U.S.C. 103(a) as being unpatentable over Picco et al (U.S. 6,029,045).

As per claim 89, Picco does not expressly teach:

The system of claim 88, wherein the user profiling system generates at least two profiles wherein the first user profile is associated with an adult audience and the second user profile is associated with an adolescent audience. However, it would have been obvious to a person of ordinary skill at the time the application was made, to know that Picco would differentiate between adult and adolescent profiles and would target advertisements based upon this distinction. This feature would ensure that adolescent viewers would not receive adult advertisements or messages.

Conclusion

4.   The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- Abecassis teaches a system that integrates music from a personal library with real time information.

- Hendricks teaches a targeted advertisement system that uses the television delivery system.

- Capek teaches a system for providing insertions during delays in interactive systems.

- Minter teaches an internet radio replacement system with selective replacement capability.
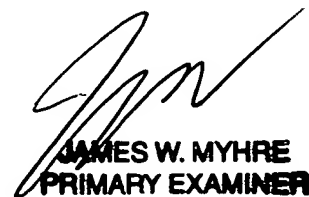
Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 703-306-5933. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W STAMBER can be reached on 703-305-8469. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL

Daniel Lastra
September 3, 2004

JAMES W. MYHRE
PRIMARY EXAMINER